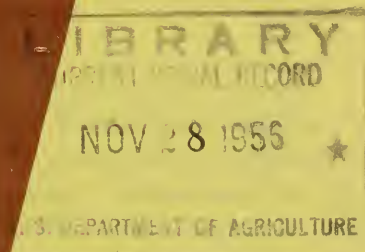


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Household Purchases of Butter, Fluid Whole Milk, and Fluid Skim Milk, September 1956



HPD - 32

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Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. Starting in April 1956 the coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The reporting on cheese, nonfat dry milk solids, and margarine was discontinued at that time.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK
AND FLUID SKIM MILK, SEPTEMBER 1956

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Butter: United States householders bought slightly more than 65 million pounds of butter during September 1956, up about 3 percent, or 2 million pounds, from purchases in September 1955. This gain from a year earlier occurred even though consumer prices were higher. The September 1956 price for butter--69.2 cents per pound--was about 2 cents higher than in September 1955 and highest since March 1954 (table 1).

During the 6-month period April-September 1956, householders bought about 3 percent more butter than in the same period last year. This was due mainly to a small increase in the percentage of all families buying butter (fig. 2). Frequency and average size of purchase per buying family for butter showed little change.

Householders purchased about four-tenths of a pound of butter per capita during September 1956, an annual rate of about 5.25 pounds. This September 1956 purchase rate for butter was more than 2 percent above a year earlier. It excludes butter consumed on farms where produced, domestic donations under various food distribution programs and commercial uses by hospitals, restaurants, and other institutions.

Compared with the preceding month, September 1956 butter purchases were up for all indicators in this report, except average size of purchase. The same seasonal pattern also prevailed from August to September in each of the three prior years.

Fluid Milk: Householders bought over 4 percent more fluid milk during September 1956 than in September 1954 (table 2). The 1,194 million quarts of fluid milk purchased in September 1956 were composed of 94.7 percent fluid whole milk and 5.3 percent fluid skim products, about the same proportions as in September 1954.

Per capita purchases of total fluid milk products for use in households were estimated at 7.39 quarts during September 1956, up about 3 percent from September 1954. This gain was attributable to increased purchases of fluid whole milk by householders since the per capita rate of purchases for fluid skim products was unchanged (table 6).

Over 83 percent of all families purchased fluid milk, including whole and skim, during September 1956. ^{1/} There was a slight increase from 2 years earlier during September 1954 in the percentage of families buying both fluid whole and skim milk (table 5).

Fluid Whole Milk: During September 1956, householders bought an estimated total of 1,131 million quarts of fluid whole milk, a gain of more than 4 percent from September 1954. In September 1956, householders bought 6.8 percent of their fluid whole milk in gallons, 33.5 percent in half-gallons, and 59.6 percent in single quart containers. This represents a sizeable increase from September 1954 in the proportion of whole milk bought by householders in multiple-quart containers and a considerable decrease in the proportion purchased in single quart containers (fig. 3).

Householders paid an average of 22.8 cents per quart for all purchases of fluid whole milk during September 1956 compared with 22.2 cents in September 1954. Prices on a quart equivalent basis in September 1956 were highest in single quart containers, averaging 5 cents more than milk in gallons and 2 cents more than milk in half-gallons. However, compared with 2 years earlier, prices for fluid whole milk in the large size containers were up more than the single quart price (table 3).

September was the third consecutive month in which householders bought more fluid whole milk than in the preceding month. Prices paid by householders for fluid whole milk have shown a steady month-to-month rise in the period April-September 1956.

Fluid Skim Milk: Householders bought over 63 million quarts of fluid skim products in September 1956, about 3 percent more than in September 1954. This increase from two years earlier was much smaller than for any other month for the period April-September 1956. For the first half of the current dairy marketing year, purchases of fluid skim products were 16 percent greater than for the comparable period of two years earlier.

During September 1956, a much higher proportion of fluid skim milk was purchased in half-gallon containers than during September 1954. This gain was accompanied by lower purchases of milk in single quart containers and in gallon containers.

Consumers paid 18.9 cents per quart during September 1956 for all purchases of fluid skim items compared with 19.2 cents in September 1954. Average prices were lower than 2 years earlier for single quart purchases, but higher for milk purchased in multiple-size containers. In September 1956, householders paid 10.2 cents per quart equivalent for skim items purchased in gallons, 16.5 cents in half-gallons and 19.9 cents in single quart containers (table 4).

^{1/} Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their use.

Purchase and price movements for fluid skim products from August to September 1956 were mixed. The quantity purchased in the half-gallons increased while purchases in single quarts fell off slightly. Prices for skim items purchased in single quarts moved up in contrast to a price decline in the larger containers.

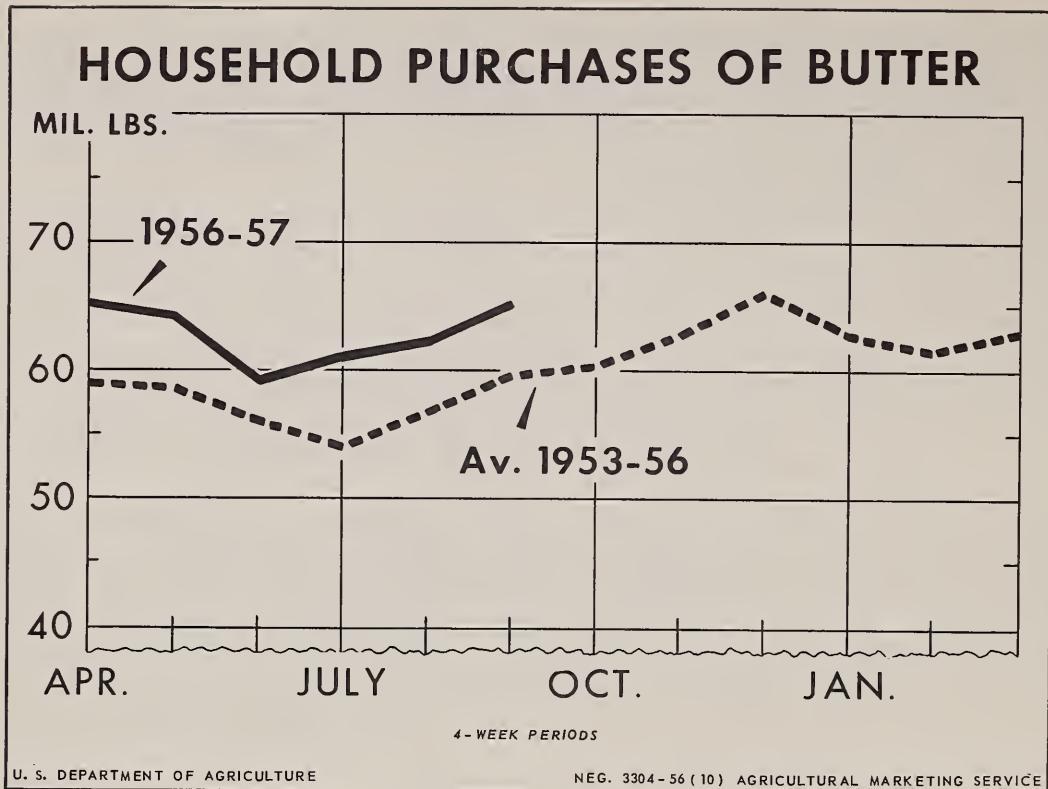


Figure 1

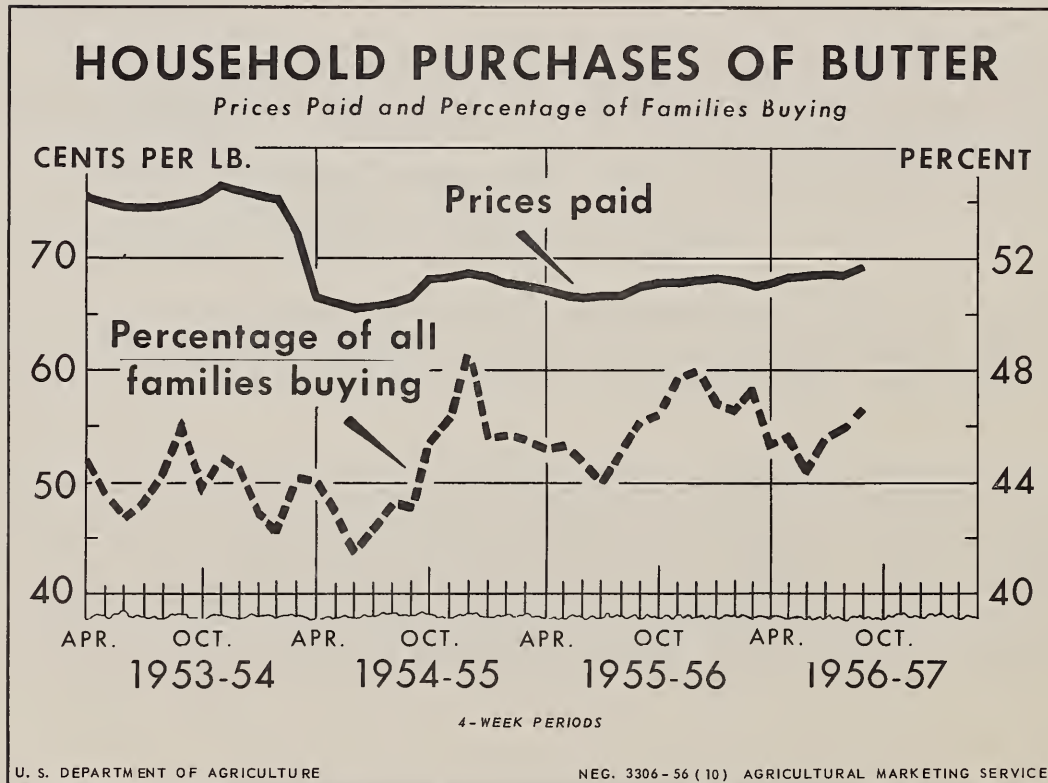


Figure 2

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	65.1	62.7	58.0	56.2	401	388	367	369
May.....	64.2	62.2	58.5	54.7	396	385	371	359
June.....	59.3	61.3	54.5	51.9	366	380	345	340
July.....	61.0	57.0	54.2	50.9	377	356	341	332
August.....	62.2	58.7	57.9	53.3	385	366	364	348
September.....	65.2	63.1	60.4	55.1	404	394	379	360
October.....		66.0	63.2	51.0		409	394	331
November.....		68.0	65.7	54.4		422	410	353
December.....		72.4	69.2	55.5		449	432	361
January.....		66.2	65.3	56.6		411	407	367
February.....		67.2	63.8	53.4		417	398	346
March.....		68.3	64.0	56.3		423	399	365
	Percentage of all families buying				Average price paid per pound			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	45.3	45.1	44.0	44.7	67.7	67.2	66.6	75.4
May.....	45.6	45.2	42.8	43.5	68.4	66.7	66.0	75.0
June.....	44.4	44.6	41.4	42.7	68.4	66.5	65.7	74.5
July.....	45.5	44.0	42.2	43.3	68.5	66.7	65.8	74.5
August.....	46.0	45.1	43.3	44.2	68.5	66.7	66.0	74.7
September.....	46.6	46.1	43.1	45.9	69.2	67.4	66.4	74.9
October.....		46.3	45.4	43.7		67.7	68.1	75.3
November.....		47.6	46.2	44.8		67.6	68.2	76.6
December.....		49.0	48.5	44.4		67.8	68.6	76.0
January.....		46.9	45.5	42.8		68.0	68.2	75.6
February.....		46.5	45.6	42.2		67.8	67.7	75.2
March.....		47.2	45.4	44.1		67.5	67.6	72.2

(Continued)

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Per buying family							
	Purchases				Quantity per purchase			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.66	2.64	2.74	2.71	1.11	1.09	1.09	1.06
May.....	2.63	2.60	2.80	2.75	1.10	1.10	1.10	1.04
June.....	2.51	2.60	2.72	2.64	1.09	1.09	1.09	1.04
July.....	2.47	2.45	2.65	2.58	1.10	1.09	1.09	1.04
August.....	2.52	2.50	2.81	2.67	1.10	1.08	1.08	1.03
September.....	2.62	2.58	2.86	2.69	1.09	1.09	1.09	1.03
October.....		2.68	2.84	2.59		1.10	1.09	1.02
November.....		2.66	2.88	2.65		1.11	1.09	1.04
December.....		2.70	2.66	2.68		1.13	1.11	1.05
January.....		2.65	2.73	2.90		1.10	1.09	1.04
February.....		2.70	2.65	2.73		1.10	1.10	1.04
March.....		2.68	2.67	2.75		1.11	1.09	1.04

Table 2.--Fluid whole milk and fluid skim milk: Total household purchases and average price paid per quart, U. S., 4-week periods

Period	Quantity purchased			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts
April.....	1,086	1,046	68.2	54.7
May.....	1,093	1,064	67.3	53.6
June.....	1,064	1,034	65.9	55.7
July.....	1,067	1,003	65.4	55.3
August.....	1,083	1,021	64.0	59.2
September.....	1,131	1,082	63.4	61.7
October.....		1,112		58.7
November.....		1,117		55.0
December.....		1,119		53.0
January.....		1,125		54.6
February.....		1,121		58.7
March.....		1,116		61.6
	Average price paid per quart equivalent			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents
April.....	22.2	21.9	18.5	18.8
May.....	22.3	21.6	18.6	18.5
June.....	22.4	21.6	18.5	18.4
July.....	22.5	21.8	18.6	18.6
August.....	22.7	22.0	18.8	18.7
September.....	22.8	22.2	18.9	19.2
October.....		22.3		19.0
November.....		22.4		18.9
December.....		22.4		18.8
January.....		22.3		18.8
February.....		22.3		18.6
March.....		22.1		18.5

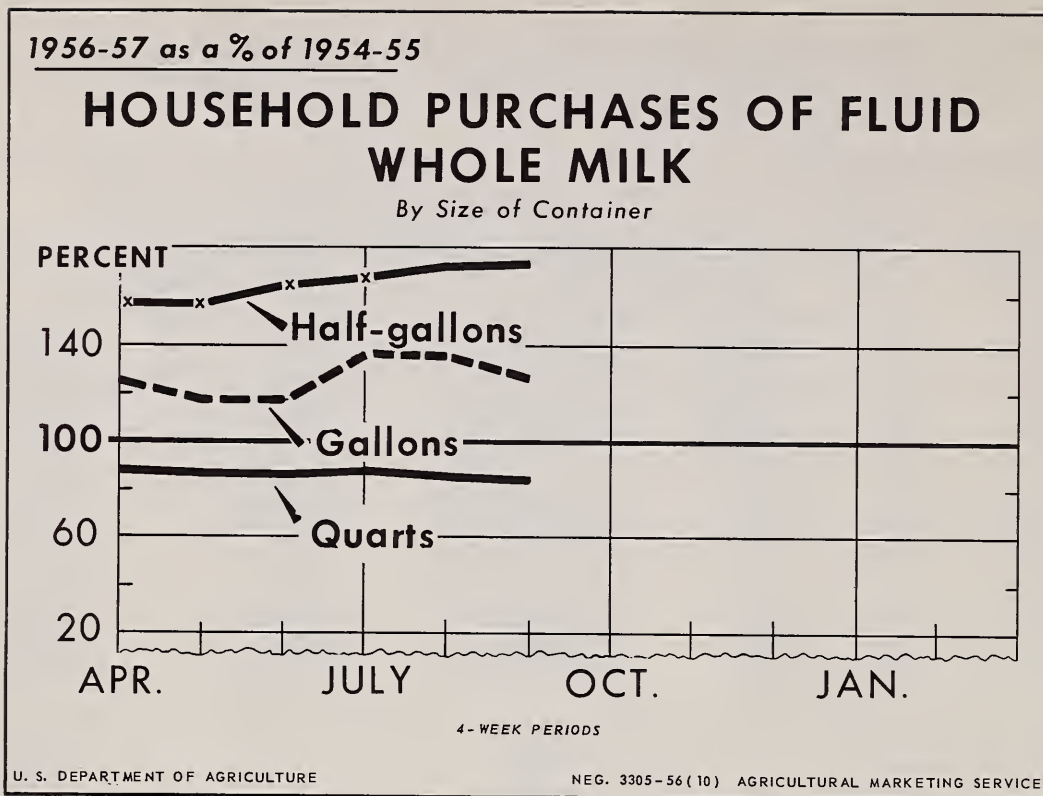


Figure 3

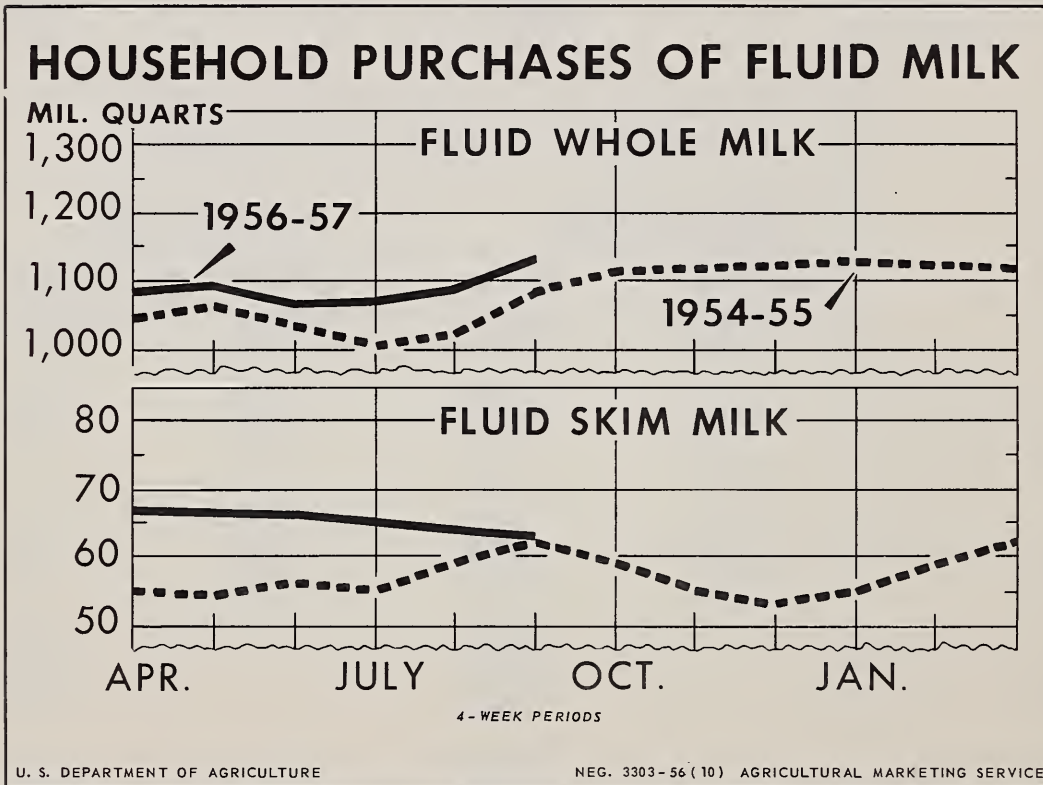


Figure 4

Table 3.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	691	787	321	202	72.4	57.3	1.5	0.4
May.....	690	793	330	208	72.4	62.1	0.7	0.5
June.....	663	772	329	200	71.2	60.7	0.5	0.3
July.....	651	745	341	204	73.6	53.7	0.8	0.3
August.....	653	759	356	208	73.4	54.0	0.5	0.6
September.....	674	801	379	219	77.3	61.3	0.7	0.6
October.....		816		230		66.2		0.7
November.....		811		242		62.3		0.9
December.....		805		247		66.3		1.0
January.....		800		254		69.2		0.9
February.....		790		256		74.4		0.9
March.....		783		260		70.9		1.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	23.2	22.7	20.9	20.4	18.1	17.5	1/	1/
May.....	23.3	22.4	21.2	19.9	18.5	17.0	1/	1/
June.....	23.3	22.5	21.3	19.5	18.2	16.6	1/	1/
July.....	23.5	22.7	21.3	19.7	18.3	16.8	1/	1/
August.....	23.7	22.8	21.6	20.1	18.5	17.2	1/	1/
September.....	23.9	23.1	21.7	20.4	18.6	17.2	1/	1/
October.....		23.2		20.6		17.6		1/
November.....		23.2		20.7		17.8		1/
December.....		23.3		20.5		18.2		1/
January.....		23.2		20.5		17.9		1/
February.....		23.3		20.5		17.9		1/
March.....		23.1		20.3		17.7		1/

1/ Not available.

Table 4.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	53.4	47.9	11.9	4.0	2.7	2.7	0.2	0.1
May.....	51.9	47.2	13.0	3.8	2.3	2.4	.1	.2
June.....	50.7	48.7	12.7	5.4	2.4	1.5	.1	.1
July.....	50.2	48.5	12.9	4.4	2.2	2.3	.1	.1
August.....	49.9	50.6	11.9	5.5	2.1	3.0	.1	.1
September.....	48.3	53.3	13.5	5.4	1.6	2.8	<u>2/</u>	.2
October.....		51.4		4.8		2.2		.3
November.....		48.9		4.4		1.7		.1
December.....		46.4		4.7		1.7		.2
January.....		46.0		6.5		2.0		.1
February.....		50.2		6.4		1.9		.2
March.....		52.4		7.3		1.7		.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.2	19.4	16.5	15.7	11.3	11.9	<u>1/</u>	<u>1/</u>
May.....	19.3	19.0	16.6	15.7	11.6	10.3	<u>1/</u>	<u>1/</u>
June.....	19.3	18.9	16.5	15.7	10.5	10.4	<u>1/</u>	<u>1/</u>
July.....	19.5	19.3	16.1	16.1	11.1	9.2	<u>1/</u>	<u>1/</u>
August.....	19.5	19.4	16.8	16.6	12.1	9.5	<u>1/</u>	<u>1/</u>
September.....	19.9	20.1	16.5	15.4	10.2	9.4	<u>1/</u>	<u>1/</u>
October.....		19.5		17.2		12.4		<u>1/</u>
November.....		19.4		15.8		10.7		<u>1/</u>
December.....		19.2		17.1		10.8		<u>1/</u>
January.....		19.3		16.7		12.6		<u>1/</u>
February.....		19.1		16.6		10.5		<u>1/</u>
March.....		19.1		15.9		12.5		<u>1/</u>

1/ Not available.

Table 5.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent
April.....	81.8	82.6	79.8	81.0	19.4	18.7
May.....	82.8	80.9	80.9	79.5	19.2	18.0
June.....	82.0	81.6	80.4	80.1	20.0	19.4
July.....	83.5	81.1	82.0	79.8	20.5	19.3
August.....	83.6	81.9	82.6	80.5	20.7	19.8
September.....	83.2	81.4	82.4	80.0	19.6	19.2
October.....		82.9		81.4		17.9
November.....		82.7		81.3		18.2
December.....		82.6		81.1		16.7
January.....		81.8		80.2		18.9
February.....		83.2		82.0		18.7
March.....		81.9		80.3		19.6

Table 6.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.11	6.97	6.69	6.62	0.42	0.35
May.....	7.15	7.07	6.74	6.74	.41	0.34
June.....	6.96	6.90	6.55	6.54	.41	0.35
July.....	7.01	6.65	6.60	6.31	.41	0.35
August.....	7.10	6.79	6.70	6.42	.40	0.37
September.....	7.39	7.19	7.00	6.80	.39	0.39
October.....		7.31		6.94		0.37
November.....		7.31		6.97		0.34
December.....		7.31		6.98		0.33
January.....		7.35		7.01		0.34
February.....		7.36		6.99		0.37
March.....		7.34		6.96		0.38

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